# CLAIMS

We claim:

1. A beauty-wash product composition for delivery of enhanced visual benefits to the skin with specific optical attributes comprising:

(a) from about 0.5% to about 90% of by wt. surfactant;
(b) from 0.1 to 35% by wt. of solid particulate optical modifier which exhibits a specific set of optical properties, defined by $\Delta L$, $\Delta a^*$, $\Delta b^*$, change in reflectivity and/or change in opacity, and which, in combination with a deposition enhancement system, provides at least 5% change in at least one of said optical properties being targeted when said composition is applied to the skin;
(c) from 0.01% to 30% by wt. of a titanium dioxide particle having size of about to 100 nm to 300 nm;
(d) from 2to 25% by wt. of a deposition enhancement system, wherein, the deposition enhancement system enhances delivery to the skin of a target visual attribute by the optical modifier relative to a composition that has the same surfactant and optical modifier at the same concentration and that does not have the deposition enhancement system; and
(e) from about 0.1% to 45% of a hydrophilic structural dispersant .

2. A composition according to claim 1 wherein the optical attribute affected by change of at least 5% in at least one of said optical properties is chosen from skin shine, skin lightness, skin color, skin glow, skin radiance, skin optical uniformity, skin evenness and mixtures thereof.

3. A composition according to claim 1, comprising 20% to 75% by wt. surfactant.

4. A composition according to claim 1 wherein the skin site wherein the delivery of optical benefits is targeted is skin plateaus and/or crevices in skin.

5. A composition according to claim 1, comprising 0.2% to 25% by wt. optical modifier.

6. A composition according to claim 1 providing change in lightening or whitening, wherein delivery of modifier provides change in defined values as noted below:

ΔL of from 0 to ±10 L units, wherein L units are defined by Hunter Lab Color Meter;
Δa* of from 0 to ±10 a* units, wherein a* units are defined by Hunter Lab Color Meter;
Δb* of from 0 to ±10 b* units, wherein b* units are defined by Hunter Lab Color Meter;
change in opacity of 0 to ±50% measured by opacity contrast, wherein said contrast is defined by ΔL divided by 60;
wherein Δ reflectance is $\leq$10%, Δreflectance being measured as change in gloss where gloss is measured in a gloss meter;
wherein at least L has a change of at least 5% from initial value prior to delivery of modifier.

7. A composition according to claim 1, wherein said optical modifier is a non colored or colored organic or inorganic material selected from organic pigments; inorganic pigments; polymers and fillers in turn selected from: titanium dioxide; zinc oxide; colored iron oxide; chromium oxide, hydroxide or hydrate; alumina; silica; zirconia; barium sulfate; silicates; alkaloid polymers and derivatives thereof; polyalkylene; nylon; ultramarine; alkaline earth carbonate; talc; sericite; natural and synthetic mica; platy substrate coated with organic and inorganic materials; bismuth oxychloride; and mixtures thereof;

8. A composition according to claim 1, wherein said optical modifier is a UV sunscreen material with a $D_{50}$ <100 nanometers;

9. A composition according to claim 1, said optical modifier is defined as follows:

Exterior surface with refractive index of 1.3 to 4.0;

(a) geometry which is spheriodal, platy or cylindrical;;

(b) $D_{50}$ of $\leq$200 microns particle size;

(c) color which is obtained fluorescence color, absorption and/or interference color.

10. A composition according to claim 8 wherein the particulate optical modifier is further defined by:

(a) an exterior surface of refractive index 1.3 to 4.0;

(b) geometry which are platy or spheroidal;

(c) diversions of spheroidal particles of 0.1 to 1μm; and diversion of platty particles 1 to 30 μm;

(d) $D_{50}$ of $\leq$30 microns in particle size; and

(e) color by florescence, absorption and/or interference.

11. A composition according to claim 1, wherein the deposition system comprises:

(a) to 1% by wt. cationic polymer or polymers having an average charge density $\geq$1 Meq/gram; and

(b) to 30% by wt. anionic surfactant which forms precipitate with cationic polymer upon dilution.

12. A composition according to claim 11, wherein the precipitate is a floc which can be broken upon shear or rubbing to form a uniform and dispersed film on surface of skin.

13. A composition according to claim 11, wherein said anionic is $C_{10}$ to $C_{24}$ fatty acid soap, alkyl taurate, sulfosuccinate, alkyl sulfate, glycinate, sarcosinate or mixture thereof.

14. A composition according to claim 11, wherein said cationic polymer is selected from polyquaternium 6 , polyquaternium 7, polyquaternium 16, quartenized vinyl pyrrolidone/methacrylate copolymers, hydroxypropylguar gums and mixtures thereof.

15. A composition according to claim 11, additionally comprising about 0.1 to 30% by wt. of a granular anionic polymer which is a natural alkaloid polymer.

16. A composition according to claim 15, wherein said polymer is starch and derivatives, cellulose and derivatives and mixtures thereof.

17. A composition according to claim 1, wherein the deposition enhancement system comprises:

i. from about 0.1% to about 10% of a anionic polymer or polymers having an average charge density of at least 1.0 Meq/g.
ii. from about 0.1% about 30% of a cationic surfactant which forms a precipitate with the anionic polymer upon dilution;

18. A composition according to claim 17, wherein the precipitate is floc which can be broken up upon shear or rubbing and form a uniform and dispersed film on the surface of the skin.

19. A composition according to claim 17 wherein the cationic surfactant is selected from the group consisting of quaternary amine surfactants, amphoteric surfactants and mixtures thereof.

20. A composition according to claim 19, wherein amphoteric surfactants are betaines.

21. A composition according to claim 17, wherein the anionic polymer is selected from the group consisting of polyacrylates, crosslinked polyacrylates, polyurethanes, alkaloid derived polymers and mixtures thereof.

22. A composition according to claim 17, additionally comprising about 0.1% to about 30% of a granular anionic polymer which is a natural alkaloid polymer.

23. A composition according to claim 1, wherein the deposition enhancement system comprises:

i. from about 0.1% to about 30% of an anionic, cationic, amphoteric nonionic surfactants and combinations thereof, and
ii. from about 0.1% to about 30% of a hydrophobicly modified anionic, cationic amphoteric polymer where upon dilution forms a hydrogel or gel emulsion precipitate.

24. A composition according to claim 23, wherein the precipitate is a floc which can be broken up upon shear or rubbing and form a uniform and dispersed film on the surface of the skin.

25. A composition according to claim 7, wherein optical particles of interest contain a surface modification selected from amino acids, proteins, fatty acids, lipids, phospholipids, anionic and/or cationic oligemers/polymers and mixtures thereof.

26. A composition according to claim 1, wherein the particles are dispersed on the skin in that less than 30% of the particles have a size of 10 times or more than the $D_{50}$ particle size as measured by optical microscopy.